



STORM

ANNUAL REPORT
FY 2004

STORMWATER OUTREACH FOR REGIONAL MUNICIPALITIES



STORMWATER OUTREACH FOR REGIONAL MUNICIPALITIES (STORM)

Formation of STORM -- A Commitment to Regional Public Outreach

The federal National Pollutant Discharge Elimination System (NPDES) stormwater regulations were designed to control point sources to improve water quality. The NPDES stormwater program consists of two phases, the first of which was issued in November 1990 to address stormwater discharges from medium and large Municipal Separate Storm Sewer Systems (MS4s) and stormwater discharges associated with industrial activity. In Arizona, only eight were regulated under the Phase I rule. On December 8th, 1999, the Phase II rule was published in the Federal Register that required smaller communities to apply for permit coverage by March 2003. The first recommendation in the Phase II rule is to develop regional partnerships with other governmental agencies to develop cooperative public education and outreach programs.



In December 2002, the USEPA gave Arizona Department of Environmental Quality (ADEQ) authorization to operate the NPDES program at the state level, now known as the AZPDES program. This regulatory program requires Phase I and II permittees to implement public education measures as part of their municipal permits.

In response to these federally mandated requirements and to help overcome some of the challenges of getting people to care about stormwater management in an area where rainfall is scarce, numerous MS4s within the greater Phoenix metropolitan area came together in 2002 to form a regional public outreach organization called STORM, "to promote regional stormwater public education through outreach."

STORM Membership

This organization currently is comprised of 13 local jurisdictions/agencies and has already benefited small, medium and large municipalities throughout the greater Phoenix metropolitan area. Through its monthly meetings, it has brought together the experience and resources of Phase I MS4s such as Phoenix, Mesa, Tempe, Glendale, and Scottsdale, and the enthusiasm of Phase II MS4s such as Chandler, Litchfield Park, Tolleson, Guadalupe, Peoria, Gilbert, Maricopa County, and Surprise. STORM has also benefited from the experience of local consultants such as RBF and AMEC.



Members meet monthly; working together to change the way stormwater quality concerns are perceived in the region.

Municipal and Affiliate Memberships

Membership in STORM is open to both municipal and affiliate entities, although the group is financed and governed solely by its municipal members. MS4 owners identified by ADEQ as needing a municipal stormwater permit under the AZPDES regulations qualify as municipal members. This includes both Phase I and II permittees. Maricopa County, Pinal County and the Arizona Department of Transportation (ADOT) are also municipal members.

FY 2004 Members

Member	Representative	Phone	Email
Chandler	Jon Sherrill	480-782-3503	jon.sherrill@ci.chandler.az.us
Gilbert	Donna Moran	480-503-6421	donnam@ci.gilbert.az.us
Litchfield Park	Luke Gutierrez	623-935-5033	hskeete@litchfield-park.org
Maricopa County (Flood Control District)	Todd Williams	602-506-4113	tgw@mail.maricopa.gov
Mesa	Lee Mendelzon	480-644-3435	lee.mendelzon@cityofmesa.org
Paradise Valley	Richard Edwards	480-348-3528	redwards@ci.paradise-valley.az.us
Peoria	Adina Lund	623-773-7249	adinal@peoriaaz.com
Phoenix	Mike Loffa	602-256-3511	michael.loffa@phoenix.gov
Salt River Pima Maricopa Indian Community	Louis Notah RBF Consulting: Mike Worlton, Ryan Christensen	602-467-2200	mworlton@rbf.com rchristensen@rbf.com
Scottsdale	Ginny Coltman	480-312-2728	gcoltman@scottsdaleaz.gov
Surprise	Deanna Ikeya	623-875-4290	deanna.ikeya@surpriseaz.com
Tempe	Tamara Bednarik	480-350-2689	tamara_bednarik@tempe.gov
Tolleson	Jason Earp	602-936-7141	jearp@tollesonaz.org

Affiliate Members

Affiliate members may fall under either of the following categories:

- MS4 owners within the State of Arizona who meet at least one of the following criteria and are not municipal members:
 - Incorporated cities and towns within the greater Phoenix metropolitan area with population less than 25,000 (per the most recent official national census); or
 - Quasi-governmental agencies such as public school jurisdictions, universities, colleges, military bases and Indian Tribe communities.
- Other jurisdictions or organizations that the STORM municipal members unanimously agree to include as affiliate members.

During FY 2004 the Salt River Pima Maricopa Indian Community was the sole affiliate member.

Benefits of Membership in STORM

When applied to the desert southwest, the significance and need for stormwater management may not be readily apparent. First, very little rainfall occurs in the desert and second, in the desert, the term river is more commonly associated with a dry riverbed than a flowing body of water. These realities play a significant role in influencing public opinion about the importance of stormwater management and understanding its impact on water pollution.



Although Phase I of the NPDES program has been around since 1990, the traditional approach to public education and outreach was to work independently. Formation of the STORM group encouraged a new perspective on the regional approach to public outreach and education. By bringing together Phase I and II MS4s, the STORM group helped create a synergistic effect that benefits small and large municipalities. STORM is the first stormwater regional public outreach organization in the State. STORM has received national attention for the organization's unique approach to forming regional partnerships.

The benefit of this collaborative effort includes:

- Increased public awareness of the impacts of stormwater pollution,
- Shared experience and knowledge,
- Pooled financial resources to address concerns common to all communities,
- Protected environments, and
- Improved quality of life

The economic benefits of this project are highlighted by the fact that for a relatively small contribution to the STORM organization, municipalities realize a great return in public education and outreach. The fee structure for STORM is as follows:

2000 Census Population	Annual Membership Fee
0 – 25,000	\$1,000
25, 001 – 50, 000	\$1,500
50, 001 – 100,000	\$2,000
100,001 – 250,000	\$2,500
Greater than 250,000	\$5,000
Affiliate Members	\$1,000

The participating municipalities generate approximately \$25,000 annually in membership fees. A large variety of in-kind contributions also add value to membership in this organization. The output from this group will include radio and television commercials, a web site, movie trailers, and billboard advertisements. In addition, the group has an increased buying power that will help them achieve bulk pricing on smaller storm water pollution awareness promotional items. Additional benefits include the ability to cooperatively apply for grants and other financial assistance to further the common goal.



A recent example of this sharing of resources can be seen in the storm drain markers projects. Phoenix shared their template for storm drain markers with STORM members, and Scottsdale developed a pricing agreement with the foundry to enable other communities to buy the storm drain markers at the same low price.

An annual report of funding levels, activities, and market penetration is provided to participating municipalities. Participating municipalities may use this information to meet the public education and outreach requirement of their storm water NPDES Permit.

Impressive Results Strengthening Individual Communities and the Region as a Whole

The success of STORM is based on synergy -- bringing together the resources, ideas, pooled funds, and talent of numerous municipalities and agencies to produce a regional outreach program. As a result, the region communicates a unified front/message about the importance of stormwater pollution prevention.



STORM Key Accomplishments:

- Forged a new bond among participating municipalities
- Established a Mission Statement: "Promote regional stormwater public education through outreach"
- Created "Only Rain in the Storm Drain" motto expressing a common regional concern
- Obtained a STORM web site that will be located at www.azstorm.org
- Shared resources from Phase I MS4s with Phase II MS4s
Example: Phoenix shared their template for storm drain markers with STORM members, and Scottsdale developed a pricing agreement with the foundry to enable other communities to buy the storm drain markers at the same low price
- Developed a Public Service Announcement featuring Ed Phillips describing the impact of pollution on storm drain systems
- Participated in taped radio interviews concerning stormwater pollution
- Recognized as the cover story in the November/December 2002 issue of Stormwater, a journal for surface water quality professionals
- Submitted a grant application for 2003 EPA Water Cooperative Agreement Allocation
- Submitted entry in 2004 Desert Peaks Awards for creating & implementing a regional network to provide stormwater education

The process of creating a successful regional public education and outreach organization does not happen overnight. It takes careful planning, consistent effort, discipline, and cooperation to build the foundation of an organization that will have a lasting impact. STORM has found success in applying these principles.

ATTACHMENTS:

1. *STORM Strategic Plan*
2. *Meeting Agendas* (includes developmental phase of STORM through Fiscal Year 2004) *and Meeting Summaries* (for Fiscal Year 2004 only)
3. *Public Service Announcement and Radio interviews* produced by STORM and statistics
4. *Developing a Regional Public Outreach in the Desert Southwest*. Stormwater Magazine; Nov/Dec 2003.

ATTACHMENT 1. STORM STRATEGIC PLAN**OCTOBER 22, 2002**

Program Element	Due Date	Status	Comments
Organizational Development Process			
Establish a group name and logo	July 2002	Complete	Name: Stormwater Outreach for Regional Municipalities (STORM) and use existing Phoenix Logo
Establish a Mission Statement	July 2002	Complete	
List of Participating Organizations & Representatives	Ongoing	Complete	STORM Program Plan has latest update.
Establish an Organizational Model	Jan 2003	In Progress	See current progress outline
<ul style="list-style-type: none"> Group discussion of models & components 	Nov 2002		
<ul style="list-style-type: none"> Draft STORM organizational model 	Nov 2002		
<ul style="list-style-type: none"> Group discussion and comment of Draft model 	Dec 2002		
<ul style="list-style-type: none"> Reach consensus on final organizational model 	Jan 2003		
Fiscal Agent	Dec 2002		
<ul style="list-style-type: none"> Commitment for Fiscal Agent 	Nov 2002		
<ul style="list-style-type: none"> Establish Fiscal Agent 	Dec 2002		
Elect STORM Board	Dec 2002		
Letter Agreement	Mar 2003		
<ul style="list-style-type: none"> Draft Letter Agreement 	Jan 2003		
<ul style="list-style-type: none"> Final Draft Letter Agreement 	Feb 2003		
<ul style="list-style-type: none"> Finalize Letter Agreement 	Mar 2003		
Funding Mechanisms (TBD)	Oct 2002	Complete	
Draft Operations Plan	Mar 2003		
Public Education Elements			
Prepare comprehensive list of options including:	Nov 2002	In Progress	
<ul style="list-style-type: none"> Type (TV, Radio, Classroom, etc.) 			
<ul style="list-style-type: none"> Current Availability 			
<ul style="list-style-type: none"> Comprehensive Cost Data 			
<ul style="list-style-type: none"> Message delivered 			
<ul style="list-style-type: none"> Range of Impacted Population 			
Select program components	Jan 2003		
Recordkeeping and Reporting			
Develop a public education tracking system			
Create a format for monthly reporting of public education activities.			
Create a procedure for developing an Annual Report.			

ATTACHMENT 2. MEETING AGENDAS AND SUMMARIES



Regional Public Outreach Meeting

Friday, July 12, 2002
9:00 AM to 11:00 AM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----	
Welcome and Introductions	5
Public Outreach Setup (Names, Goals, Framework)	30
Issues to be Addressed	30
Implementation Scheduling	30
Information and Idea Sharing	30

Notes:



Regional Public Outreach Meeting

Tuesday, July 23, 2002
9:00 AM to 11:00 AM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----	
Welcome	5
Group Name- STORM	15
Group Mission	20
Define Organization Model	20

Notes:



Regional Public Outreach Meeting

Tuesday, August 20, 2002
9:00 AM to 11:00 AM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----

Welcome	5
Goals for Group	30
Organizational Model	45
Funding	45

Notes:



Regional Public Outreach Meeting

Tuesday, September 24, 2002
1:30 PM to 3:30 PM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----

Welcome	5
Organizational Plan & Timeline (Lee Mendelzon)	30
Organizational Model	60
Select Interim Board	30

Notes:



Regional Public Outreach Meeting

Tuesday, October 22, 2002
2:00 PM to 4:00 PM
County Supervisors Association
1901 West Washington
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----	
Welcome	5
Financing Agent	45
Organizational Model	45
Strategic Plan	30

Notes:



STORM Meeting

Tuesday, November 26, 2002
1:30 PM to 3:00 PM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----	
Welcome	5
Fiscal Agent Commitment	10
Organizational Model	30
Strategic Plan	20
Public Outreach Program Elements	30

Notes:



STORM Meeting

Tuesday, December 17, 2002
1:30 PM to 3:30 PM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----

Welcome	5
Storm Articles & Model	30
Letter Agreement	30
Program Elements	30
EPA Grant Funding	30

Notes:



STORM Meeting

Tuesday, January 28, 2003
1:30 PM to 3:30 PM
Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Worlton, RBF

----- Agenda Topics -----

Welcome	5
Nomination / Election of Board	20
Review Storm Notebook	15
Strategic Plan	15
Organizational Model Status	15
Finalize Letter Agreement	20
Annual Message / Central Point of Contact for STORM	20
EPA Grant Funding Status	15

Notes:



STORM Meeting MINUTES

Tuesday, February 24, 2003

1:30 PM to 3:30 PM

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Fiscal Agent

Todd agreed to send a copy of the annual membership letter to Mike Loffa. Mike wanted to share that letter with staff at the City of Phoenix just in case Phoenix ends up as the fiscal agent. Todd let the group know that he will need to get the boards approval to be the fiscal agent. He committed to getting on the board agenda for the meeting on April 2nd.

2. Grant Status

Lee agreed to check the status of the grant at www.epa.gov/owm/FY2003WQCA

3. Website

Lee explained that in order to register the domain name "AZSTORM.ORG" it would need to be done under his name at the City of Mesa in order to get the Mesa to pay for it. The group was okay with this and directed Lee to register the domain name.

4. Telephone Situation

Mike Loffa said that the City of Phoenix is excited about setting up a unified phone number for STORM. The technical staff had a number of good ideas for how it might be set up. With the blessing of the group, Mike agreed to bring more detailed information to a future meeting so that a line can soon be established.

5. Pollution Awareness Markers

Mike Loffa said that the City of Phoenix places markers on 300 – 500 catch basins each year. He was happy to share marker information with any other interested communities.

6. March Meeting

- Mike agreed to get with Donna to check on the status of inviting other Phase II cities to our group.
- Group will discuss ideas for a unified education message.
- STORM Phone Line



STORM Meeting

April 22, 2003

1:30-3:30 pm

@ FCDMC, Ops Classroom, Operations Bldg. south of parking lot

Agenda Topics

Welcome

Fiscal Agent Status - Todd

EPA Grant Status – Lee. Grant application was submitted to Region 9 on April 18th. Expect to hear back by May 24th.

Unified Message Discussion:

- Bring 3 educational topics (dumping, dry wells, etc.)
- Bring 3 slogans

Next meeting: May 27th



STORM Meeting

May 27, 2003

1:30-3:30 pm

@ FCDMC, New River/Harquahala Conference Rooms
1st floor main FCD building (inside main entrance)

Agenda Topics

Welcome

Fiscal Agent Status – Todd.

EPA Region IX Grant Status – Initial approval/disapproval expected May 24, 2003.

Unified Message Discussion – “Storm Drains, Keep ‘em Clean”. Discuss other suggestions and voting.

Membership Letters – Please bring point of contact information to the meeting.
(This information will be used to address the letters.)



STORM Meeting

June 24, 2003

1:30-3:30 pm

@ FCDMC, Ops Classroom

Operations Building, south of parking lot

Agenda Topics

Welcome

Membership Letters

Discussion of Strategies for Affiliate Members

ADEQ SWMP Funding

Storm Drain Markers

Public Service Announcements



STORM Meeting MINUTES

Tuesday, July 22, 2003

1:30 PM to 3:30 PM

Flood Control District of Maricopa County
2801 West Durango Street
Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

Introductions were conducted. New cities were in attendance as well as some returning cities. Sign up sheet was distributed (see attached list).

2. STORM Overview

Mike Loffa gave a brief overview of the STORM program for the benefit of the new attendees.

3. Fiscal Agent

Todd Williams gave an update on Cities that have paid their dues, Mesa and Scottsdale. The group requested monthly or quarterly fiscal statements to ensure that payments have been received. RBF stated that they paid on behalf of Peoria and SRPMIC but the payment was not addressed to Todd and may have not been deposited. **Action item for Todd to prepare fiscal statements monthly or quarterly.**

4. Grant Status

- a. ADEQ has a \$25,000 grant available for each phase 2 City. Applications are available through ADEQ. Each City must prepare a plan that includes activities that are part of their Storm Water Management Plan.
- b. STORM had applied for a Federal EPA Grant but was not one of the selected agencies.
- c. STORM has applied for a Region 9 EPA Grant but has not been notified of the status. **Action item for Todd to check into status.**
- d. City of Gilbert was working with SRP on donating \$10,000 for public service announcements (PSA) about storm water. SRP will need to approve the PSA and will need name recognition in the PSA. **Action item for Donna and Mike L. to check on status and coordinate final verbiage of PSA.**

5. Web Site

WWW.AZSTORM.ORG is the official web site for storm. **Action item for Lee to discuss the possibilities of Mesa putting together the web site information.**

6. Telephone Situation

STORM has been discussing a central phone line that would redirect the caller to the City of their choosing. **Action item for Mike L. to explore options for central phone number.**

7. Organization Model

Ginny discussed the organization model that Lee has put together for the group. The group will be focusing on PSA for radio and TV this year and will look at expanding the program in following years based on the success of the group. **Action item suggested that all paid members receive the organizational model annually when they pay their dues.**

8. Pollution Awareness Markers

Ginny supplied a copy of City of Scottsdale's contract for storm drain markers. The price will be honored for any City interested in ordering from Eastern Products Foundary if they can order the minimum quantities outlined in the contract.

Phoenix locates the storm drain markers on the curb above the storm drain inlet. They are looking at utilizing a standard detail for their City projects.

9. Public Service Announcements

Mike Loffa explained that Phoenix's Public Information Officer negotiates with numerous radio stations and usually puts out radio PSA with a 70/30 split of the money being spent of English/Spanish language announcements. Mike explained that the 30% budget spent on Spanish announcements actually amounts to about the same number of announcements as the 70% of the budget spent on English announcements, due to the cost of airtime on the various radio stations.

Town of Guadalupe volunteered to proof all Spanish language PSA for the group.

Action item Todd Williams to check with Ed Phillips on being a possible spokesperson for STORM PSA.

10. Next Meeting – August 26, 2003

- Follow up on action items highlighted above.
- Discuss distribution of publications with the STORM logo at conferences, conventions, or public events.



STORM Meeting Minutes

Tuesday, August 26, 2003

1:30 PM to 3:30 PM

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

2. Fiscal Agent

- Todd Williams updated the balance sheet, \$15,500 has been deposited in the account. (Cities that have paid are Scottsdale, Mesa, Tolleson, Peoria-2 years, SRPMIC-2 years).
- Each City representative updated the group on when their City planned to make payment of annual dues. (Phoenix-September 03, Chandler-in process, FCDMC-in kind services may additionally contribute \$2,500, Goodyear-needs a letter, Surprise-September 03, Luke AFB- needs a letter, Gilbert-September 03)
- Additional letters need to be sent to Litchfield Park, Guadalupe, Goodyear, LUKE AFB, and SRP.
- STORM participants agreed that for the fiscal year July 2003- July 2004, Todd Williams will prepare monthly financial statements and distributed at the monthly meetings.

3. Grant Status

- Todd updated the group on the status of the Region 9 EPA Grant that STORM applied for earlier in 2003. EPA responded that there were 50 proposals and ours was not one of the proposals selected. The group surmised that EPA tends to choose projects dealing with structural measures and TMDLs.

4. Web Site

- Lee Mendelzon reviewed the progress on the Web Site. Mesa attempted a draft web page, the City does not feel that they have the internal capabilities to design and maintain the web site.
- The web site: www.azstorm.org.
- STORM decided to form a sub-committee made up of Mesa, Chandler, and Luke AFB, to review the possible web page content.
- The sub committee will prepare a presentation for the October meeting. At that meeting STORM can agree on the content.
- Once the content has been agreed upon, the group proposes getting a consultant (independent party) to design and maintain the web site on a contract basis, being paid by STORM.

5. Telephone Situation

- Mike Loffa has not been able to receive a positive response from the City of Phoenix on setting up a central phone number that could act as the switchboard for the various Cities in the valley.
- A subcommittee of Phoenix and Goodyear was formed to look into possibilities for the phone line. They may approach Cox Communications for a proposal.

6. Organization Model

- STORM decided the organizational model would be mailed to municipalities as requested.
- Once the web page is up and running, the organization model should be available in PDF format on the web page.
- STORM decided that an end of year report and plan for the next fiscal year should be completed by the end of each July. This would allow time for MS4's to be able to use the information in their annual reports.
- Joe Munoz (FCDMC) volunteered the use of a software program capable of Public Outreach reporting. This will help STORM track the number of PSA, the target audience, and the number of people reached by each PSA.

7. Public Service Announcements

- City of Gilbert was working with SRP on donating \$10,000 for public service announcements (PSA) about storm water.
- SRP has changed the donation of money to a donation of studio time for recording a PSA and free airtime for PSA.
- Todd Williams spoke to Ed Phillips on being the spokesperson for STORM PSA. Ed Phillips agreed to be a spokesperson and would coordinate the airtime for 15 radio stations he is affiliated with. Todd stated he would need to speak with Ed Phillips again now that the \$10,000 has been withdrawn from SRP.
- Joe Munoz spoke with Governor's Chief of Staff and has gotten an okay from the Governor to act as a spokesperson for the STORM PSA.
- STORM, SRP, Ed Phillips, and the Governor have agreed upon the final verbiage of the PSA.
- Deanna Ikeya will check with the Water Use it Wisely campaign to see how they have negotiated airtime at prime time spots on TV and Radio.

8. Distribution of publications with the STORM logo at conferences, conventions, or public events.

- This discussion was continued to the September meeting due to a lack of time at this meeting.

9. New Business

- Donna Moran stepped down as Secretary due to her workload at the Town of Gilbert.
- Adina Lund of Peoria was nominated and selected as Secretary by STORM.

10. Next Meeting – September 23, 2003



STORM Meeting Minutes

Tuesday, September 23, 2003

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions*

2. *Accepted Meeting Minutes from August 2003 meeting.*

3. *Fiscal Agent*

- Todd Williams supplied the following information: current balance in the STORM account \$20,000, Chandler and Surprise made payment since the last meeting.
- Todd sent STORM membership letters to Litchfield Park, Guadalupe, Goodyear, and SRP.
- Discussed the option of a membership drive to additional cities, the group decided to wait until next fiscal year after STORM has produced some materials such as public service announcements and the web site.

ACTION ITEM: fiscal agent to send STORM membership letter to Glendale.

4. *Web Site*

- Lee Mendelzon provided an update on the sub-committee for the web site. (Sub-committee members Mesa, Chandler, Luke AFB). The sub-committee met once and prepared examples and ideas for content of the STORM web site. The sub-committee suggested that the STORM web site focus on education. The STORM group agreed that an educational focus would benefit all cities.
- The group decided to focus the entire October meeting to the web site presentation/discussion. The purpose of the meeting will be to agree on web site content and format. The goal is to put together enough information to be able to go forward with a request for proposals to obtain a consultant to develop the STORM web-site and provide maintenance of the web site throughout the year.
- The group had a lengthy discussion about how STORM would be able to negotiate and enter in to contracts with outside consultants or agencies if we are not a legal entity. Suggestions were made that the fiscal agent should enter into all contracts because they have authority over the money. The fiscal agent may have to take all contracts to the board of supervisors for approval, which could be a lengthy process. Further discussions will be needed to make a decision on entering into contracts.

ACTION ITEM: bring favorite web sites to the October meeting and extend the October meeting an extra half hour, from 1:00 p.m. to 3:30 p.m.

Future item: obtain school contacts to provide educational links to schools and provide useful information for school age children and their teachers.

ACTION ITEM: Mike Loffa to talk to the “Bag and Tie it” program manager on the issue of entering into contracts when the group is not a legal entity.

ACTION ITEM: Adina Lund will try to coordinate with Deanna to check on the “Water Use It Wisely” program manager on the issue of entering into contracts.

5. Telephone Situation

- Sub-committee update on the central phone number. (Sub-committee members Phoenix and Goodyear). Mike Loffa met with Phoenix Technology Department and discussed a future computer program that the Tech group was looking to acquire. The program would be capable of redirecting phone calls and would have additional features such as an automatic call feature that could be used to call people to provide information on upcoming events (only citizens that sign up for this type of service). Phoenix does not have a current time frame for purchasing this program. Joel Wade met with Goodyear Technology Department and discussed the phone system the tech group said that this could be accomplished through a software upgrade to their phone system. The software sounds similar to what Phoenix was discussing.
- The basic goal is one central phone number for STORM that would redirect you to the appropriate City by entering the letters for the city’s name.

ACTION ITEM: Sub-committee (Mike L. and Joel W.) to reconnect and request prices for these upgrades from their technology departments.

6. Public Service Announcements

- *There were no updates on the status of SRP recording and distributing PSA for STORM.*
- *STORM decided to delete the section of the PSA that refers to SRP. STORM members then voted on spending up to \$750 to have Ed Phillips record the STORM PSA. Once the PSA is recorded then the PSA can be aired on paid members local cable stations and can be available on the future STORM web site.*
- *Discussed working with the Governor as a spokesperson and the possibility of recording the PSA as a radio or possibly a video segment.*

ACTION ITEM: Deanna Ikeya of Surprise to check on Water Use it Wisely PSA’s.

ACTION ITEM: Donna Moran to update SRP PSA possibilities.

ACTION ITEM: Todd Williams to record PSA with Ed Phillips. Authorized to spend up to \$750.

ACTION ITEM: Todd Williams to investigate recording a PSA with the governor, but priority is to complete the Ed Phillips PSA.

7. Distribution of publications with the STORM logo at conferences, conventions, or public events.

- Group discussed the issue of publications and reached consensus that the language “brought to you by STORM” is unacceptable unless the publication is brought to the STORM group and content is approved by vote of STORM. The language “proud member of STORM” or “member of STORM” in reference to the City is acceptable language to use on all publications.

8. Announced the next meeting – October 28th, 2003 – Discussion of Web Site Content will be the only topic. Meeting will be from 1:00 to 3:30 p.m



STORM Agenda

Tuesday, November 25, 2003

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions*

2. *Accept Meeting Minutes from September 2003 meeting.*

3. *Fiscal Agent*

- Update on current STORM balance and members paid since last update in September.
- Update on sending STORM membership letter to Glendale.

4. *Web Site*

- Update on October Web Site meeting from Lee Mendelzon
- Next step for web site request for proposals

5. *Telephone Situation*

- Update from sub-committee (Mike L. and Joel W.) on prices for computer technology that would allow STORM to have a dedicated phone number that would redirect callers to individual cities by entering the name of the city.

6. *Legal Contracts*

- Mike Loffa to provide information on how the “Bag and Tie it” program has entered into contracts in the past.
- Deanna Ikea to provide information on how “Water Use It Wisely” program has entered into contracts in the past.
- Possibility of MCFCD entering into contracts or other cities taking the lead and being reimbursed by MCFCD.

7. *Public Service Announcements*

- Deanna Ikeya of Surprise to provide information on Water Use it Wisely PSA's.
- Donna Moran to update SRP PSA possibilities
- Todd Williams to update on the recording of the PSA with Ed Phillips.
- Todd Williams to update on opportunities to record a PSA with the governor.

8. *New Business*

9. *Next meeting* – December 16th, 2003 or December 23rd, 2003



STORM Meeting Minutes

Tuesday, January 27, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions were made around the table.*

2. *Accepted Meeting Minutes from November 2003 meeting* with one change to the Fiscal Agent, he was only re-sending a membership letter to Phoenix.

3. *Fiscal Agent*

- The current STORM balance is still \$24,500 with no new memberships since November.
- Todd sent membership letters to Phoenix and Luke AFB.

Action Item: Todd Williams to re-send membership letters to all original contacts that have not paid their membership dues.

4. *Web Site*

- Lee distributed the boilermaker Mesa RFQ with attachments.

Action Item: Group was asked to review contract and send any questions or comments to Lee Mendelzon. If anyone has a specific web designer/vendor in mind contact Lee to have the vendor contacted about the RFQ.

- STORM agreed on the schedule for the Web Site. Mesa will distribute the RFQ, Mesa will require a minimum of 3 proposals, the consultant will be selected based on the qualifications. Lee stated that he will bring the proposals to STORM and the decision will be by the group. Goal is to have the contract in place by the end of March.
- Group suggested that a section should be added to the scope of work for Spanish translation. The group would like to have both English and Spanish web sites, but it will depend on the cost (Spanish site possibly a long-term goal).

Action Item: Lee Mendelzon to e-mail the Scope of Work preferably before the February Meeting.

5. *Telephone Situation*

Action Item: Mike Worlton has begun to gather information on messaging services he will further explore the cost associated with the service.

6. **Public Service Announcements**

- STORM reviewed the Ed Philips PSA. Mesa has concerns that the message is delivered too quickly and feels some information may be lost. Other cities provided feedback saying they thought it was sufficient for the purpose. The group reviewed Clark County Nevada's PSA's and agreed they were similar in speed. The group agreed to go forward with this PSA mainly for the Cities to use on their web sites and cable 11 programs. The group agreed that the next PSA should have less information and be a bit slower.
- Flood Control District of Maricopa County (FCDMC) is working on having the PSA on their web site. They are going to have the STORM logo, a picture of the desert during a storm, when you click on the photo the PSA is played.
- Cities discussed where do we go from here. The group discussed using the current PSA and launching a media campaign or cities utilizing the PSA for their own programs until we know the costs for the web site design.

Action item: Distribute the current PSA to all paid communities on a compact disk. Adina will bring cd's to next meeting.

Action item: STORM to work on next PSA. Everyone to bring ideas to next meeting.

Action item: Mike Loffa to bring a pricing package for the \$4,000 to \$6,000 price range so the group can understand what our money may get us.

- *Todd is working with the governor to record a PSA. The group agreed to change the message for the governor.*

Action item: STORM will begin working on new message at February meeting.

7. **New Business**

- Adina explained that Peoria will sponsor the nomination of STORM for the MAG 2004 Desert Peaks Award Program- supposed to recognize individuals and partnerships that have demonstrated a commitment to regionalism through their cooperative efforts. By working together, local government can solve common problems, proactively address concerns that affect all communities, and produce impressive results that strengthen both individual communities and the region. Adina will keep group posted on progress.

8. **Announcements**

- Todd Williams, Mike Loffa, and Karen M. from ADEQ spoke at the AFMA conference in November of 2003. The discussion was focused on AZPDES and storm water quality. They made sure to mention STORM discussing what the group does and let communities know that they could become members.

9. **Next meeting – February 24, 2004**



STORM Meeting Minutes

Tuesday, February 24 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

2. Accepted Meeting Minutes from January 2004

3. Fiscal Agent

- There were no updates on new members or balance, Todd Williams was unable to attend.
- Gilbert stated that they have been approved to pay and will be sending in the money shortly.
- Guadalupe stated they will pay, but requested an invoice.

Action: Have FCDMC send Guadalupe an invoice.

- Discussed spending this year's money in this fiscal year to benefit all paid members. The feeling was money should be spend on a PSA and the web page prior to June 30, 2004.

Action: Vote on spending money in this fiscal year at the March 2004 meeting.

4. Web Site

- There were no comments on the contract that Mesa had distributed at the last meeting. The RFQ is currently being prepared by Mesa.

Action: RFQ will be sent by e-mail prior to March meeting.

Action: Meeting will be extended to discuss the RFQ. Meeting to start at 1:00

- Discussed re-grouping the web site sub-committee to review the RFQ's.

5. Telephone Situation

- No update from Mike Worlton.

6. Public Service Announcements

- PSA C.D. distributed to the following paid communities: Peoria, Scottsdale, Mesa, Tolleson, SRPMIC (through Mike Worlton), Surprise (through Mike Worlton), and Chandler (via mail).
- Brainstorming for next PSA- 1) provide tips on keeping the storm drain system clean 2) keep it basic with a few main points 3) concentrate on one topic at a time 4) oil, oil disposal, and leaking vehicles is an area that appears to effect all communities 5) pick our target group to help guide the PSA 6) focus on effects of storm water pollution on children or pets.

Action: Vote March 2004 on the PSA topic. Current thought is automotive oil disposal, vehicle maintenance, leaking vehicles. Future topics discussed were pesticide/herbicide, dog waste, and pool water.

- Mike Loffa described the pricing packages he has used recently. 1) \$4,500 on radio spots, the package consisted of 4 radio companies for a total of 12 radio stations airing a total of 150 or 200 30 second radio spots. Also included the local radio personalities saying the message for free (no recording costs) and 1 on 1 interviews on some of the radio stations. 2) \$6,500 on movie slide at AMC theaters (Harkins is approximately 3 times the cost), approximately 1 million people viewing the slide.

7. New Business

- Guadalupe has requested that we translate the first PSA to Spanish and Yaqui.
Action: FCDMC to distribute the text from the Ed Phillips PSA.

8. Announcements

- Scottsdale has outfitted a maintenance cart with the storm drain marker and the text "Only Rain in the Storm Drains". They will use this cart to begin placement of the storm drain markers. Scottsdale has created standard details for storm drain marker placement.

Action: Ginny Coltman will e-mail the standard detail for distribution to group.

- Gilbert has begun placement of their storm drain markers. They will be applying 4,500 markers.

9. Next meeting – March 22, 2004

- Revised time to 1:00 p.m.



STORM Meeting Minutes

Tuesday, March 23 2004

1:00 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

2. Accepted Meeting Minutes from February 2004

3. Fiscal Agent Update

- Gilbert is the latest new member bringing the STORM balance to \$27,000
- FCD brought the invoice for Guadalupe, but they were not in attendance.
- There was a discussion on how to spend this year's money prior to the end of the fiscal year. STORM approved spending \$10,000 for radio advertising in May and June, allocating \$10,000 for the website (a contract should be awarded by June), and carrying over the remaining amount for next year (\$3,500 is pre-paid dues for FY 2005, therefore \$3,500 would be carryover).
- Request was made to send out invoice letters for FY 2005 by the end of April, request will be forwarded to Todd Williams.

4. Web Site Update

- STORM reviewed the RFQ prepared by Mesa and then discussed the evaluation criteria for the web site selection:
 - 30 points – Experience (including sample web sites, references, and past projects)
 - 25 points – Company profile and resumes
 - 15 points – Schedule
 - 15 points – update and maintenance plan including testing and support
 - 10 points – overall presentation and package
 - 5 points – cost estimates for website and Spanish website
- RFQ to be out for proposals by the April meeting.

5. Telephone Situation

- Update from Mike Worlton on costs of using an answering service. A standard service would charge \$36 per month for 45 minutes of calls or \$75 per month for 100 minutes of calls. STORM decided to delay the telephone discussion until next fiscal year, STORM will instead focus on web site as being the primary communication tool.

6. Public Service Announcements

- The group voted on spending \$10,000 on a PSA to be run for about 6 weeks in May through June. The group decided on using the Ed Phillips PSA but agreed it would only appeal to a certain age group. The Ed Phillips PSA will be used for the target audience over 35, for the under 35 audience and the Spanish radio stations the local D.J. will read the same text as the Ed Phillips PSA. The group agreed to spend 75% on English radio stations and 25% on Spanish radio stations understanding that based on the rates the actual number of PSA's will be approximately equal for Spanish and English. Mike Loffa of Phoenix will coordinate the contract through an existing City of Phoenix on-call contract with Mary Media.
- ***STORM voted for the next PSA topic to be oil.***
- ***Begin work on message for PSA – the group decided to form a sub-committee to prepare a conceptual PSA to bring to the group in April. The sub-committee will consist of Mesa, Phoenix, and Gilbert (Marcia from Gilbert will be the spokesperson).***
- ***Provided text from first PSA to all members, see attached Ed Phillips PSA in pdf.***

7. New Business

- City of Scottsdale distributed a standard detail for storm drain marker placement, see attached pdf. – Gilbert is adding numbers to the storm drain markers for easy inspections and reporting.

8. Announcements

- Phoenix received a “Good Job” from ADEQ in regards to it’s industrial inspection process.
- ASFPM conference in May – Peoria will make a presentation about STORM (assisted by RBF).
- Scottsdale is participating in Sol Fest at Westworld for school children education about the environment.

9. Next meeting – April 27, 2004



STORM Agenda

Tuesday, April 27, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

2. Accepted Meeting Minutes from March 2004

3. Fiscal Agent Update

- Update new members and the STORM balance.
- Update on invoice letters for FY 2005. When will they be mailed does FCD need assistance.

4. Web Site Update

- When will the RFQ be open? Closing date? Selection committee?

5. Public Service Announcements

- Update form Mike Loffa of Phoenix on the PSA for May to June.
- Begin work on message for PSA – The sub-committee update from Mesa, Phoenix, and Gilbert (Marcia from Gilbert will be the spokesperson).

6. New Business

7. Announcements

- City of Scottsdale submitted the STORM nomination for the MAG Desert Peaks Awards.

8. Next meeting – May 25, 2004



STORM Meeting Minutes

Tuesday, April 27, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions*

2. *Accepted Meeting Minutes from March 2004*

3. *Fiscal Agent Update*

- STORM balance is \$32,000. Phoenix newly paid member. Guadalupe is still pending.
- Adina will send out an e-mail requesting new contact information and addresses for STORM invoices for FY2005. Todd will send out the FY2005 invoices by the 2nd week of May. (ACTION ITEM)

4. *Web Site Update*

- The RFQ for the web site design (1 year contract with possible 2 year extension) opened on April 26, 2004, 16 packets were mailed to various web designers. All proposals must be received at Mesa by May 14, 2004.
- The selection committee will consist of Mesa, Chandler, and Peoria. Recommendation to STORM for next meeting (ACTION ITEM)

5. *Public Service Announcements*

- Update from Mike Loffa of Phoenix on the PSA that will be running from the end of May through the end of June. Mike distributed a packet with the technical information including the number of stations and costs (Adina Lund e-mailed the packet in PDF format to all members after the meeting). The PSA package with the radio stations includes interviews. Mike Loffa will be doing the interviews but requested other members to participate (no volunteers at this time).
- **The next PSA will focus on oil disposal. The sub-committee update from Marcia (Mesa, Phoenix, and Gilbert) included a hand out with 10 ideas, STORM selected their three favorites. The sub-committee will make minor revisions based on STORM input and will distribute prior to or at the next meeting for further input. (ACTION ITEM).**

6. *New Business*

- Pool Water Survey. Jon Sherrill will be putting together a survey to send to all communities requesting information on allowable methods of pool water disposal. Jon will distribute through STORM when survey is assembled. (ACTION ITEM).

7. *Announcements*

- City of Scottsdale submitted the STORM nomination for the MAG Desert Peaks Awards. Ginny Coltman distributed copies of the submittal (Adina Lund e-mailed the information in PDF format

to all members after the meeting). The MAG selection will be made by June 1st and the award ceremony will be June 23.

- Scottsdale provided an update on the SolFest event where kids were educated about storm water and made etchings of the storm drain markers.
- ADEQ had a phase 2 meeting one of the topics was ordinance writing. Donna Moran with Gilbert may coordinate a workshop for phase 2 ordinance writing.
- Phoenix will be conducting it's annual storm water education survey in May.
- Next meeting will need to address the STORM annual report including content and sub-committee members.

8. *Next meeting – May 25, 2004*



STORM Agenda

Tuesday, May 25, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions*

2. *Accepted Meeting Minutes from April 2004*

3. *Fiscal Agent Update*

- STORM balance and new member update.
- Update of FCDMC mailing FY2005 invoices.

4. *Web Site Update*

- The RFQ for the web site design proposals were received at Mesa by May 14, 2004.
- The selection committee will consist of Mesa, Chandler, and Peoria. Recommendation of selection sub-committee.

5. *Public Service Announcements*

- The next PSA will focus on oil disposal. The sub-committee (Mesa, Phoenix, and Gilbert) will distribute prior to or at the next meeting the revised PSA's for further input.

6. *New Business*

- Pool Water Survey. Jon Sherrill will distribute through STORM when survey is assembled.
- Annual report for STORM including content and sub-committee members.
- Elections to be conducted in June 2004. Discuss nominations and voting.

7. *Announcements*

- Donna Moran with Gilbert conducted a workshop for phase 2 ordinance writing on May 11.

8. *Next meeting – June 22, 2004*



STORM Meeting Minutes

Tuesday, May 25, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. Introductions

2. Accepted Meeting Minutes from April 2004

3. Fiscal Agent Update

- STORM balance is \$42,000. Includes donation of \$5,000 from FCDMC and FY 2005 membership dues from Mesa.
- FCDMC mailed FY2005 invoices to all municipalities except 4 small MS4's from ADEQ's list.

4. Web Site Update

- The RFQ for the web site design proposals were received at Mesa on May 14, 2004. 16 RFQ's were mailed and 4 companies responded. There were 3 proposals for approximately \$30,000 and one proposal for about \$3,000.
- STORM voted to go ahead with the selection and authorized the spending of \$20,000 for the English Web Site and an additional \$10,000 for the Spanish Web Site.
- The selection committee will consist of Mesa, Chandler, and Peoria. **ACTION ITEM:** The sub-committee will score the proposals and interview the top two companies and select the consultant.

ACTION ITEM: All Cities will need to fill out an information forms to be posted on the web site. Adina will update the forms before the next meeting.

5. Public Service Announcements

- The next PSA will focus on oil disposal. The sub-committee (Mesa, Phoenix, and Gilbert) distributed four revised PSA's for further input. STORM agreed to rework two of those PSA's for the next meeting. Adina e-mailed the two PSA's requesting feedback be sent to Marcia.
- **ACTION ITEM:** The subcommittee will present the two revised PSA's at the next meeting.

6. New Business

- Pool Water Survey is being put together by the City of Chandler. **ACTION ITEM:** Jon Sherrill will distribute through STORM when survey is assembled.
- Annual report for STORM including content and sub-committee members. A subcommittee (Scottsdale, Tempe, and Chandler) will put together a draft annual report addressing the following items: STORM's goals, accomplishments, membership list, photos, fiscal standings,

and an appendix with the agendas and meeting minutes from the FY July 2003 through June 2004. ACTION ITEM: Subcommittee to prepare draft by July meeting.

- Elections to be conducted at the next meeting for the Chair, Co-Chair, and Secretary. All current office holders have said they would like to see some new people run for office. Nominations and voting will occur at the next meeting. All paid members should send a representative to vote if they would like to be a part of the process. According to the STORM operations plan we need 25% of the paid members present in order to vote. ACTION ITEM: Vote new officers at the next meeting.

7. Announcements

- Donna Moran with Gilbert conducted a workshop for phase 2 ordinance writing on May 11.
- There was a proposed State Bill that had ADEQ assessing fees for storm water permits. The fee section was pulled from the Bill thanks to lobbying from many City agencies.
- Phoenix has revised the brochures for BMP's.

- 8. Next meeting** – ~~June 22, 2004 Changed to June 29, 2004 due to ADEQ meeting~~
Changed to July 20, 2004 due to ADEQ meetings.



STORM Agenda

Tuesday, July 20, 2004

1:30 to 3:30 p.m.

Flood Control District of Maricopa County

2801 West Durango Street

Phoenix, AZ

Facilitator: Mike Loffa

1. *Introductions*

2. *Accepted Meeting Minutes from May 2004*

3. *Fiscal Agent Update*

- STORM balance update including new members.
- Update of PSA invoice and amount due.

4. *Web Site Update*

- The sub-committee scored the proposals and interviewed the top two companies. Contact Designs was selected as the consultant.
- Cities will need to fill out two information forms to be posted on the STORM web site. Discuss other items needed for the web site design.

5. *Elections - Vote*

- Elections for the Chair, Co-Chair, and Secretary. All current office holders have said they would like to see some new people run for office. According to the STORM operations plan we need 25% of the paid members present in order to vote.

6. *Annual Report*

- Annual report for STORM presented by the subcommittee (Scottsdale, Tempe, and Chandler).

7. *Public Service Announcements*

- The subcommittee will present the two revised PSA's at the next meeting for oil recycling.
- Discuss the PSA that was aired in June, give feedback on the PSA.

8. *Pool Water Survey*

- Pool Water Survey is being put together by the City of Chandler.

9. *New Business*

10. *Announcements*

11. *Next meeting – August 24th, 2004*

ATTACHMENT 3.

PUBLIC SERVICE ANNOUNCEMENTS AND RADIO INTERVIEWS

Public Service Announcements

Total Cost = \$9891.00

1. STORM created a 30-second radio announcement (see verbiage below) narrated by Ed Phillips or provided to station DJs (for the under 30 audience)
2. Announcement aired May 31 through July 4, 2004
3. Aired on 406 total spots, 324 paid and 82 free on 8 stations (not including affiliate stations) and 90 spots were in Spanish
4. Audience: reached 759,500 in the 12 and up age group and 682,800 in the 18 and up age group.

Public Service Announcement Produced by STORM:

Ah, rain. It's so precious here in the Southwest...

Hi. I'm Ed Phillips.

When we do get our infrequent rain, the runoff water is usually collected and moved in many communities by storm drains. Just like the ones you see on the streets in your neighborhood. These drains take the water to our parks, rivers, ditches and retention ponds to name a few.

Please don't dispose of trash, chemicals or automotive products in the storm drains. Help us protect our precious water.

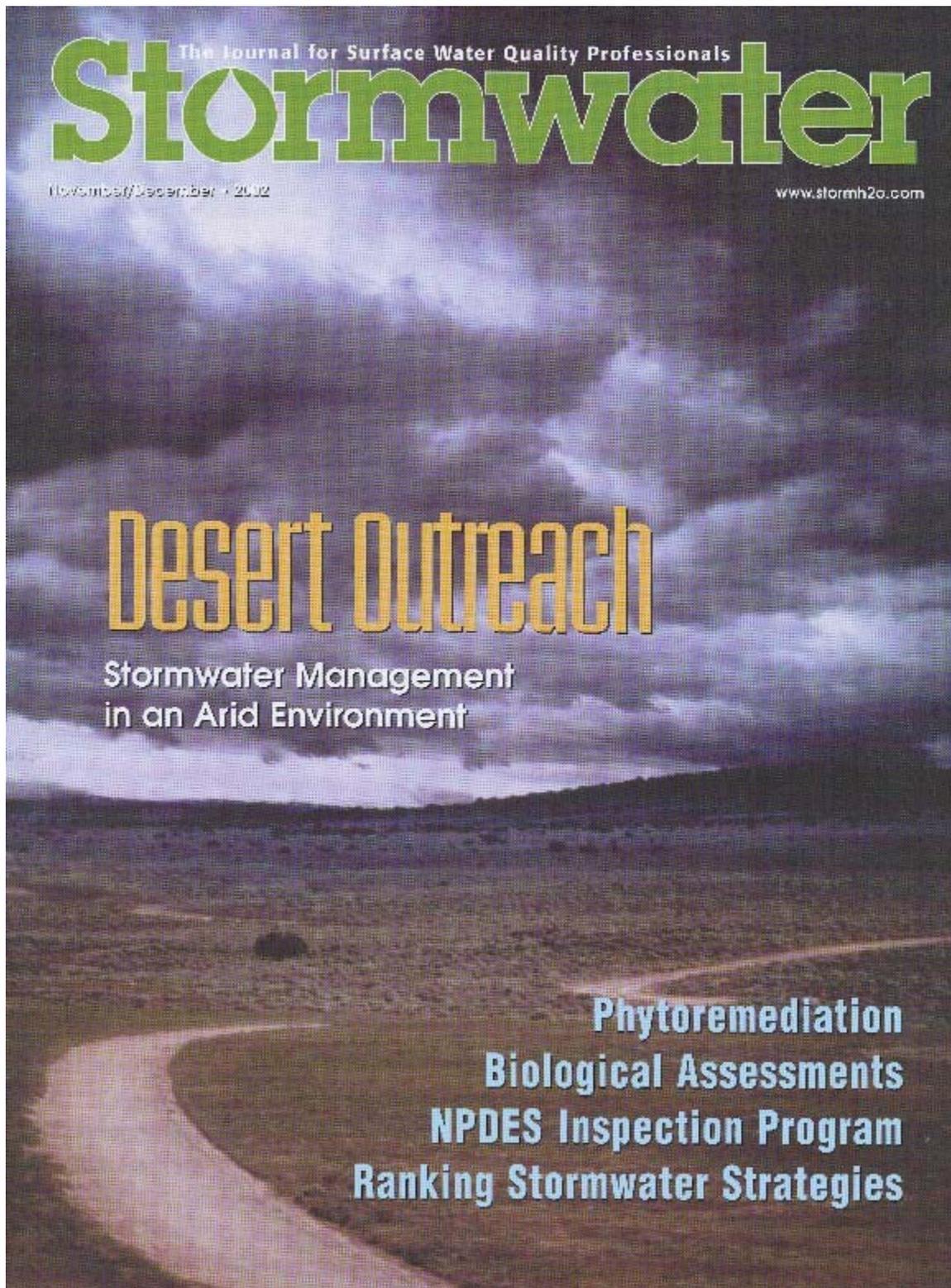
This message is brought to you by STORM, the Stormwater Outreach for Regional Municipalities.

Please – Only rain in the storm drain!

Radio Interviews

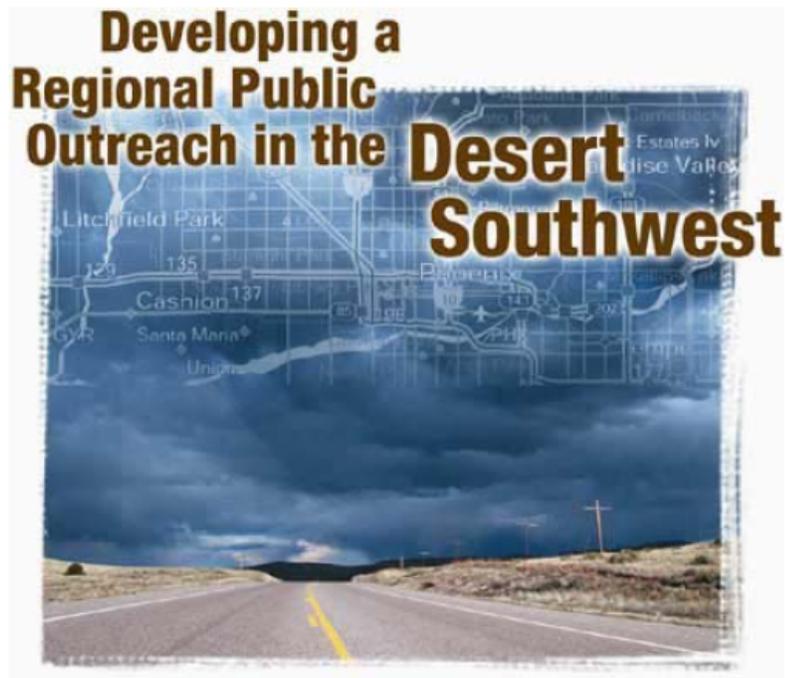
Participated in four taped interviews (Peoria, Scottsdale, FCDMC and Phoenix were interviewed) that reached 47,400 people.

ATTACHMENT 4. STORMWATER MAGAZINE ARTICLE



The Journal for Surface Water Quality Professionals **Stormwater**

FEATURES



The challenges of getting people to care about stormwater management in an area where rainfall is scarce.

By Michael A. Worlton and J. Ryan Christensen

National Pollutant Discharge Elimination System (NPDES) stormwater programs were introduced to alleviate the quantity of impaired surface water bodies located within the United States. When people consider the requirements of the Phase I and Phase II programs, they might envision best management practices (BMPs) being put in place to minimize polluted stormwater runoff flowing into our nation's treasured streams and lakes. This program provides benefits and makes sense. These water bodies not only serve as a valuable natural resource but also might enhance quality of life.

When applied to the desert Southwest, this vision of the NPDES program is not so easy to grasp. First, very little rainfall is received in desert areas. Second, in the desert, the term

"river" is associated more commonly with a dry riverbed than with a flowing body of water. These realities play a significant role in influencing public opinion about stormwater pollution.

With these certainties in mind, regulated municipal separate storm sewer systems (MS4s) throughout the Phoenix, AZ, metropolitan area recently came together to form a regional public outreach organization. This article describes how Phase I and Phase II municipalities worked together to change the way stormwater-quality concerns are perceived in an area where some view these concerns on the same level as UFO sightings. This article will discuss the methods used, challenges encountered, and lessons learned in forming a stormwater public outreach group in the Phoenix metropolitan area.

History

In 1990, large municipalities around Arizona began to face the challenge of regulating the quality of stormwater. The NPDES permit application published on November 19, 1990, brought a new connotation to the word "stormwater" in Arizona. When speaking of stormwater in an arid climate that receives an average rainfall of only about 6 in./yr. (see <http://ag.arizona.edu/oals/watershed/highlands/climate.html>), pollution is not the first issue that comes to mind. Nonetheless, Arizona's Phase I municipalities worked diligently to successfully implement effective stormwater programs. Representatives from these municipalities shared ideas and information; however, their NPDES permit applications and program details varied from municipality to municipality. Permitted municipalities each developed unique programs to address public outreach, inspections, enforcement, representative rainstorms, and other program requirements.

This individual approach to NPDES issues would change in 1997, when the cities of Tempe, Tucson, Mesa, and Phoenix and Pima County, AZ, petitioned against numeric limitations on water-quality standards (see *Defenders of Wildlife v Browner*, 98-71080 [September 15, 1999]). The petition process, and the subsequent defense of their petition in a lawsuit brought by Defenders of Wildlife, helped these municipalities form stronger relationships and unify their vision. In the late 1990s, the cities of Glendale and Scottsdale, AZ, also were issued NPDES permits, and they began developing relationships with representatives from other Phase I communities. By this time, the Phase I communities organized themselves to form a fairly cohesive unit with a unified voice.

In early 2000, the State of Arizona's Department of Environmental Quality (ADEQ) began working toward NPDES permitting program approval (see www.adeq.state.az.us/enviro/water/permits/federal.html#quest). This event sparked the interest of other municipalities, many of

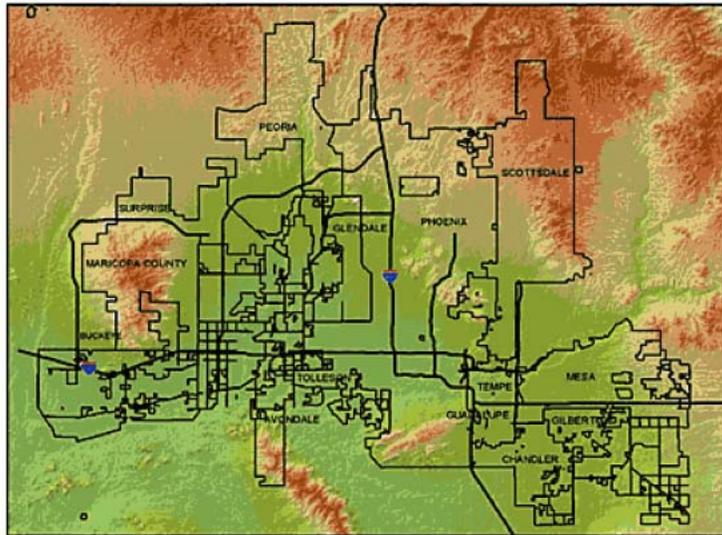
which would be designated as regulated MS4s under the Phase II NPDES program. Many of the larger municipalities throughout the state worked together as stakeholders in ADEQ's quest for NPDES primacy. This process formed a working relationship among the Phase I communities and several of the larger Phase II communities.

These events, which formed the foundation for the NPDES program in Arizona, played an important role in bringing municipalities together as partners. Relationships were developed, ideas were shared, and assistance was offered. This atmosphere provided a good foundation for the creation of a regional public outreach group. Several communities realized the benefits of working together on a regional level, and they began exploring the idea of a regional public outreach program.

Forming a Regional Public Outreach Group

The first recommendation in EPA's Phase II Rule for developing public education and outreach programs is to form state or regional partnerships with other governmental entities (EPA Fact Sheet 2.3, January 2000). The EPA Fact Sheet on public education and outreach suggests that regional programs are more cost-effective because they utilize shared resources and existing education and outreach materials. As discussed later, there are additional benefits to regional public outreach groups. These benefits stem from the collective creativity and variety of experience and interests shared by the group.

The concept of regulated communities in Arizona forming partnerships was not new, but a new enthusiasm was generated when public works planners from the City of Scottsdale met with the City of Phoenix's chief water-quality inspector to talk about public education and outreach. This enthusiasm was translated into action, leading to the coordination of a regional meeting.



The Phoenix area

Identifying Membership

The first challenge faced in organizing our regional public outreach group was identifying membership. Before the first meeting could convene, a list of potential group members had to be created. It made the most sense to select municipalities affected by the regulation and located within a common region influenced by the same television and radio stations. It was also important to consider the communities that intermingle within the region. For example, a person who lives in Mesa might work in Phoenix and shop in Scottsdale. Someone from Peoria might work in Glendale and watch Cactus League baseball games in the city of Surprise. The original list of potential members included all known Phase I and Phase II municipalities in the selected region, Maricopa County Flood Control District, Maricopa Association of Governments (MAG), ADEQ, and various other municipalities that were potential Phase II candidates. Key contacts for each municipal stormwater program were invited to attend. Once the potential members were identified, it was important that everyone had the opportunity to participate. Meeting announcements were distributed via e-mail, and RSVPs were requested. When a municipality did not respond, a follow-up call was made.

Maintaining Focus

The reason for the first meeting was to identify the level of interest for participation in the group, provide background information about public education and outreach requirements of the NPDES stormwater program, and discuss the viability of implementation. The inaugural meeting to coordinate a regional public outreach effort was held on June 14, 2001. More than 10

municipalities gathered at the Flood Control District of Maricopa County to participate. This historic meeting marked the commencement of a public outreach organization for the Phoenix metropolitan area, now known as STORM. Enthusiasm at the meeting was very encouraging, and many municipalities showed an interest in participating. The interest and support in forming a regional organization were established, but there was no decision or direction regarding where to go from there.

The Phase I municipalities forged ahead independently with their permit reapplications, while the Phase II communities went to seminars, began to budget, and contracted with consultants to prepare for their permit applications. Other priorities and lack of follow-through from this meeting caused a loss of focus, which was the second challenge to the establishment of our regional public outreach group. Almost one year would go by before a second meeting was held.

Another Try

One key to moving forward with the formation of STORM was establishing leadership. At first, several people seemed willing to fill the leadership role. As time passed, however, it became apparent that someone would need to assert himself or herself as a leader. This person needed to take the initiative, assume the role of coordinating with the selected municipalities, and plan meetings. The majority of the representatives from the municipalities were very willing and anxious to participate in the organization, but they had no extra time to dedicate to coordinating the meetings. The leader who took charge had to be willing to assume the majority of the workload before each meeting by organizing meeting locations, inviting the members to attend, and establishing an agenda. A consultant who has represented several Phase I and Phase II communities in the region assumed this role, making it a priority to ensure that the organization was established and interest did not wane. He also was motivated to understand individual needs, maintain good relationships, and stay impartial, since most of the participants were either current or prospective clients. Once this leader stepped forward, the pace quickened.

On May 7, 2002, a second meeting was held to reassert a regional public outreach effort. The goal of this meeting was to jumpstart the group again and establish a plan for the future. Some of the players had changed, so the meeting brought new faces and new questions. It was very well attended and produced tangible results. During the meeting, it became clear that this was the first exposure to NPDES program requirements for some of the municipalities in attendance. It therefore was necessary to provide some background information about the requirements of the Phase II program and the municipalities' responsibilities regarding the program. In addition, the group meeting served as a forum to identify the

common goals and to outline the advantages of the group. It quickly became apparent that some of the municipalities desired to have a high level of participation, while others only wanted to become involved after the group had been established.

Both the Phase I and Phase II communities shared a desire to make this regional public outreach effort a success. The Phase I municipalities saw an immediate need to begin a regional partnership so they could integrate it into their existing program, and the Phase II municipalities wanted to capitalize on the experience and resources of the Phase I municipalities. Many were interested in the group's success because there was a feeling that this group could truly have a positive impact on its community and that those who participated in organizing this group would be part of something great. Another perceived benefit of the group was that it could reduce the public outreach burden on the individual municipalities. The Phase I municipalities with years of public outreach experience played a significant role in guiding the group, while the Phase II municipalities showed enthusiasm and unique viewpoints.

Identifying and Dealing With Issues

As subsequent meetings were held, more issues began to come out. Issues encountered in these meetings covered the decision-making process, the administrative model, leadership, and establishing a name and a purpose. Each issue had to be prioritized and then addressed by the group.

Some of the first issues to be tackled revolved around the question of how to make decisions. Buy-in from the whole group was important, but we found that there was always some disagreement about what was the best decision. Consequently, the organization established a policy of majority rule and general consensus. This meant that decisions were narrowed down to the point where a vote could be taken, and then all members were polled to make sure that they could live with the decisions.

The issues of establishing a name and a mission for the group were dealt with next. The group leader generated a list of names to which the group added other names. This was a somewhat painful process because everyone seemed attached to specific ideas or names that they thought were the best. Several creative names, such as "Maricopa County Public Outreach Organization" (MC-POO) and "Storm Water Education Taskforce" (SWET) were cut immediately due to concern that they would have a bad connotation. Eventually, after nearly two hours of deliberation, the name "STormwater Outreach for Regional Municipalities," or STORM, was accepted by the group. The following mission statement also was established: "STORM promotes regional stormwater public

education through outreach."

One major issue addressed early on was financing of the organization. This was a very difficult issue because it involved city budgets, intergovernmental cooperation, financial management, and finding an equitable way to distribute the projected costs for the program. Discussion among regional Phase II municipalities revealed common concerns about acquiring the resources to pay for the new program. Their budget for the entire NPDES stormwater program ranged from \$10,000 to \$500,000. Most of the Phase I communities already had established budgets for public education and outreach, but there was concern about how much could be allocated to the group.

The City of Phoenix already has made a significant investment in outreach and educational materials, freely sharing all the information and materials that it had developed. These materials included storm drain marker design, BMP pamphlets, and a comic-book series detailing the adventures of Storm Drain Dan, a stormwater-quality superhero. Phoenix even volunteered to send electronic copies of its printed materials so that other municipalities could customize them by changing the logos and contact information. Although these materials came at no cost, another goal of STORM was to allow member municipalities to capitalize on the buying power of the group and to distribute the cost for the development of television and radio spots.

Because of timing, most budgets for the 2002-2003 fiscal year had just been established. This allowed STORM members some time to identify the benefits of the group and their level of commitment before worrying about obtaining a budget. Before the group could publish any materials, funding mechanisms needed to be identified. The following funding ideas were presented:

- Base membership fees on distinct population categories, similar to what is done by the National Association of Flood and Stormwater Management Agencies.
- Assess membership fees on a per-capita basis. (i.e., \$0.05/person within the municipality).
- Establish in-kind contributions in lieu of membership fees.
- Assess a flat membership fee for all members of the group.
- Pay as you go; provide an à la carte menu of public education and outreach materials that municipalities can buy individually.
- Provide no funding. Use the group to share resources and ideas.

Although the main goal behind the organization of STORM was to provide a mechanism by which the member municipalities

could pool their resources, it turned out that the inventory of actual resources was not the first priority. The ideas for funding are still under consideration, but the group is moving forward, establishing the organization model.

Another issue faced was overcoming perceptions that stormwater pollution prevention is an insignificant priority for local government. These perceptions were not limited to the public but also were shared by some city officials and even expressed by potential members of STORM. The perceptions of city officials often go hand in hand with local perceptions. When city managers and councils don't consider the stormwater runoff a high priority, it is unlikely that sufficient funding will be dedicated to the program.

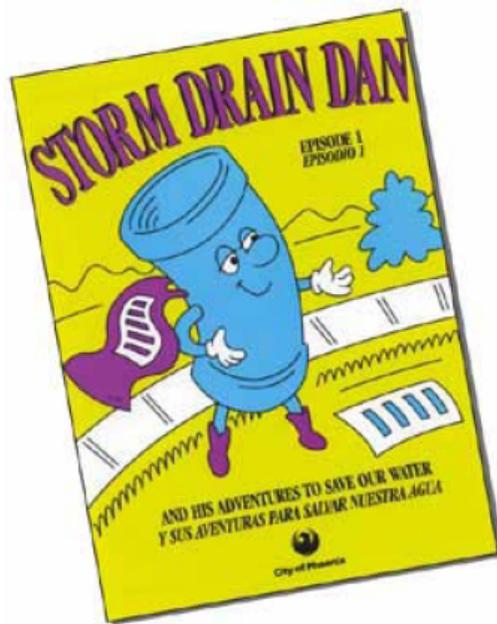
An independent effort was initiated by MAG (an established regional planning organization) to educate and offer assistance to city managers. Another approach to educating decision-makers was for group members to work individually with their municipality's management. This presents an additional opportunity for the group to make an impact. The group discussed these issues and provided recommendations that would assist its members in approaching their decision-makers.

The group also addressed the issue of public perception among their communities. These perceptions also governed the type of outreach that each of the municipalities was interested in. Group members stressed that the stormwater pollution prevention message had to be tailored to meet the needs of the area. While many locations can create storm drain markers with slogans such as "No dumping ... drains to ocean" or "No dumping ... drains to river," in the Phoenix region a more appropriate slogan would be "No dumping ... drains to dry riverbed." Therefore, more creative solutions had to be presented, such as "Only Rain in the Drain" or "Storm Drains ... No Dumping." The general feeling was that the message had to target pollution prevention strongly with stormwater undertones. A regional group speaking to the public with a common voice and a consistent message has a much better chance at educating the public than would inconsistent messages from independent sources.

The municipalities also expressed concern about how the group would be controlled. Members would have to be committed to STORM either financially or through service in order to accomplish the organization's mission. Decisions would be made as a group, but someone has to be responsible for following through. The Flood Control District expressed a willingness to be the lead organization and desired to handle the funding through intergovernmental agreements with the member municipalities. This can be a burden for the lead agency, however, and members also were concerned that they would not have sufficient oversight of the lead agency.

To address these concerns, a subcommittee of STORM researched several models for the management of the funds and coordination of contracts. These models include the several existing programs administered by the City of Phoenix, Flood Control District of Maricopa County, and various nonprofit organizations. Based on these models, a lead organization is selected and a structure is established for the administration of STORM.

Lessons Learned



Many challenges have been faced during the establishment of STORM, and many lie ahead. In the process of overcoming these challenges, various lessons were learned that might assist others in developing a regional education and public outreach program.

Understanding Needs

Since the needs of each municipality dictate the direction of the regional education and public outreach

group, it is important that these needs be identified. It was interesting to observe that the goal of some municipalities was to utilize the efforts of STORM to totally fulfill the public outreach requirements of their permits. Other municipalities desired only a minimal amount of participation, seeing the organization as merely a purchasing entity that would allow them additional buying power. Respecting and understanding these and other group needs led to a balanced approach in establishing the objectives of the group. Understanding the needs of the group members also helped them remain focused on the issues of highest importance.

Taking the Initiative, Sustaining the Effort

An important lesson was learned from the year lag between the first and second meetings of STORM: finding someone to take the initiative in forming the group and to follow through with implementation was critical to establishing the organization. Although many members had good intentions and desired to help, it wasn't until someone asserted leadership of the group that STORM became a reality. (If the effort is not sustained, little will be gained. Leaders and members of the group must be

committed to the effort.) Success in sustaining the organizational effort for STORM was realized through the following process:

- *Prepare and organize meeting details and agendas*—It is important to meet in a central location and have an agenda that catches the attention of potential members.
- *Identify and invite potential members*—A key to getting such a strong showing of Phase II municipalities was getting the larger Phase I municipalities involved.
- *Follow up on invitations personally*—When a municipality neglected to RSVP, a personal follow-up call was made to extend the invitation.
- *Make assignments*—When the members participate, there is a sense of ownership and greater buy-in.
- *Sustain the effort for future meetings*—This was done by setting a date and time for the next meeting before adjourning.

As this process was repeated, the group began looking ahead to the next meeting and the momentum continued to build.

Encourage Cooperation Between Phase I and Phase II Communities

Cooperation between Phase I and Phase II communities was essential to the success of STORM. Although many of the local Phase I communities already established independent public education and outreach programs, they wanted these programs to be more effective and desired to help Phase II municipalities with their programs. The Phase II municipalities wanted to



take advantage of the experience and wisdom of the Phase I municipalities. This interdependence encouraged cooperation, which provided the group with added enthusiasm, accelerated the pace, and helped establish an organization that could reach the entire region.

Maintaining Control

One of the great challenges was keeping the members of the group focused on the tasks at hand. As with most large meetings, there was a tendency for attendees to lose sight of

the topic and try to walk before they can crawl. In the beginning some unproductive time was spent in discussing specific costs, outreach methods, and details before the basic structure of the group had been set up. Identifying priority topics and staying on the agenda helped control the direction of the group. But the key to maintaining a consistent approach was to build from the ground up. This means a decision-making process had to be established before decisions were made and a mission statement had to be generated before goals were made.

The process of creating a successful regional public education and outreach organization does not happen overnight. It takes careful planning, consistent effort, discipline, and cooperation to build the foundation of an organization that will have a lasting impact. STORM has found success in applying these principles.

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